

# Analisis de Models de Negoci i sostenibilitat procomuns



Barcelona, El Far, 2 Novembre 2017



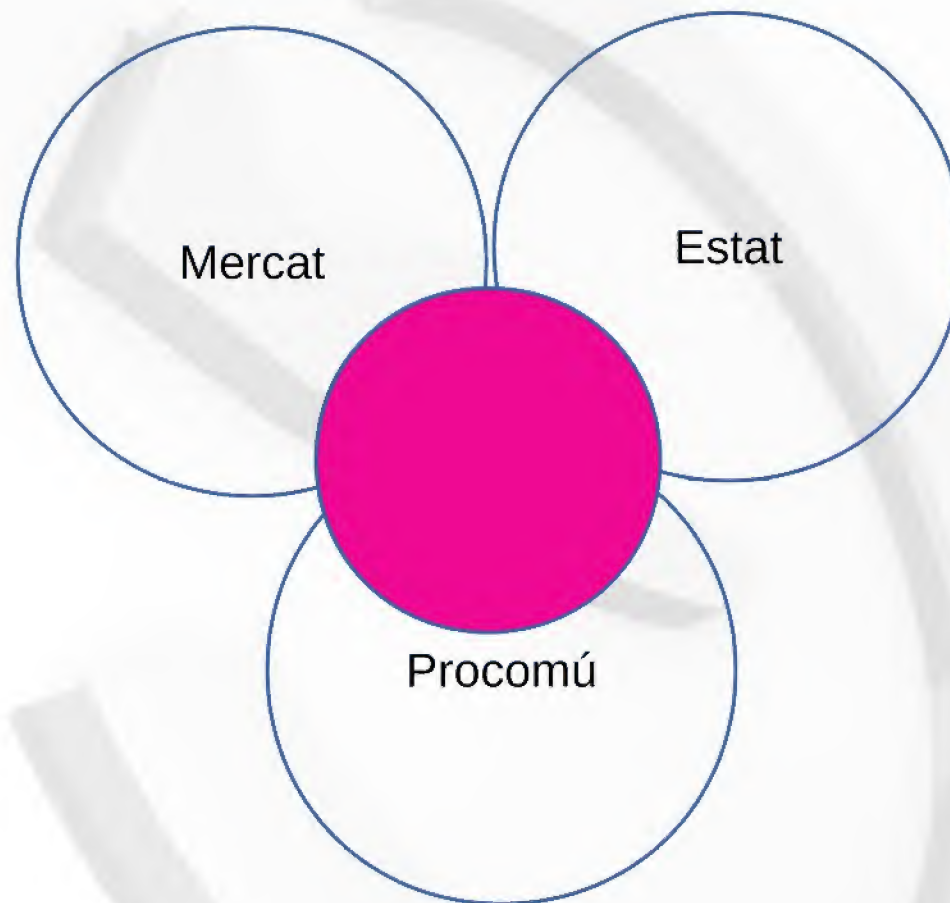
freeknowledgeinstitute



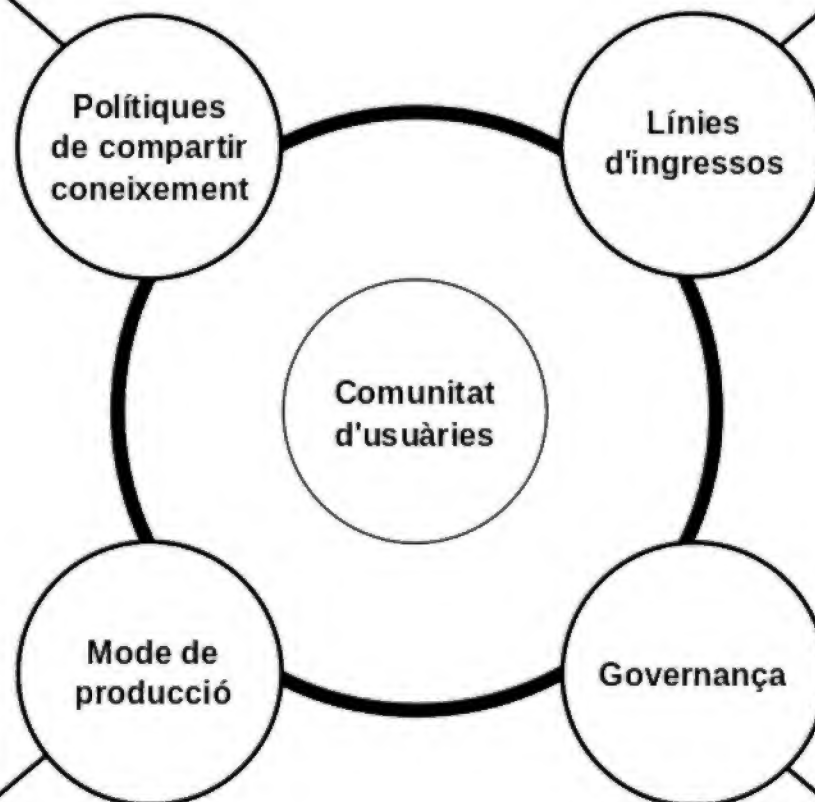
Barcelona  
Activa

Ajuntament de  
Barcelona





# MODEL DE NEGOCI / SOSTENIBILITAT EN OBERT / PROCOMÚ



Fonts  
Estàndards  
Tipus de llicència:  
Copyleft  
Permissiu  
CopyFair  
NoComercial  
NoDerivades  
Tots drets reservats

Serveis  
Digital -> físic (venda)  
Contacte directe: donacions  
Matchmaking (comissió)  
Quotes periòdiques  
Compartir costos  
Finançament a fons perdut  
Anuncis

☐  
☐  
☐  
☐  
☐  
☐  
☐

dades  
software  
disseny  
documentació  
producte físic  
servei

intrafirma  
mercat  
producció p2p  
° intercooperació

Entitat Legal \_\_\_\_\_  
Política de pertinença \_\_\_\_\_  
Capital \_\_\_\_\_  
Presca de decisions \_\_\_\_\_  
Distribució del valor \_\_\_\_\_



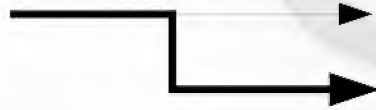
2017 By Wouter Tebbens  
Free Knowledge Institute  
<http://freeknowledge.eu/>

# Lideratge de projectes lliures

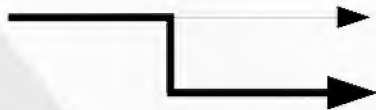
- **BDFL**: Benevolent Dictator For Life
  - "benevolent dictator", in Eric S. Raymond's essay "Homesteading the Noosphere" (1999)
- Col·legiat
- Assembleari
- Swarm
- ...



# Fork: bifurcació/replica



**LibreOffice**  
The Document Foundation



*Si és replicable, com ens guanyem els calers?!?*

# Estrategies d'ingressos

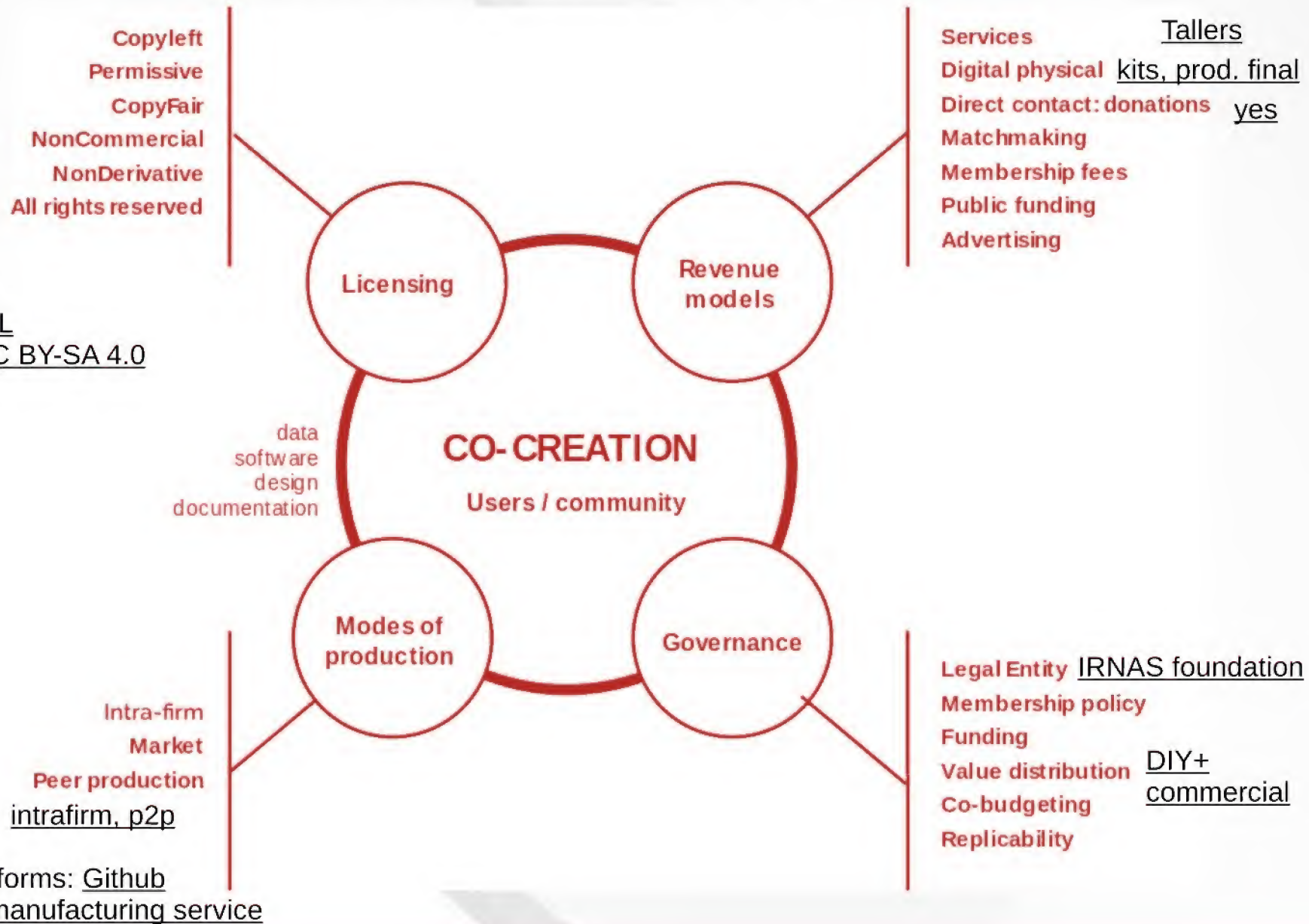
1. serveis de valor afegit : formació, assessorament, desenvolupament a mida, suport, ...
2. digital → físic : venda, lloguer leasing
3. contacte directe : donacions, crowdfunding
4. matchmaking : comissions sobre transaccions
5. quotes de membresia
6. compartir costos
7. inversió pública/privada a fons perdut
8. anuncis

# GoodEnoughCNC





# Case: GoodEnoughCNC



# OpenDesk.cc



All Desks Tables Storage Seating



Lean Desk



Studio Desk



Divide



Meeting Table



Unit Table



Team Desk



Cafe Table



Lift Standing Desk



Layout Table



Olivia Desk



Valovi Chair

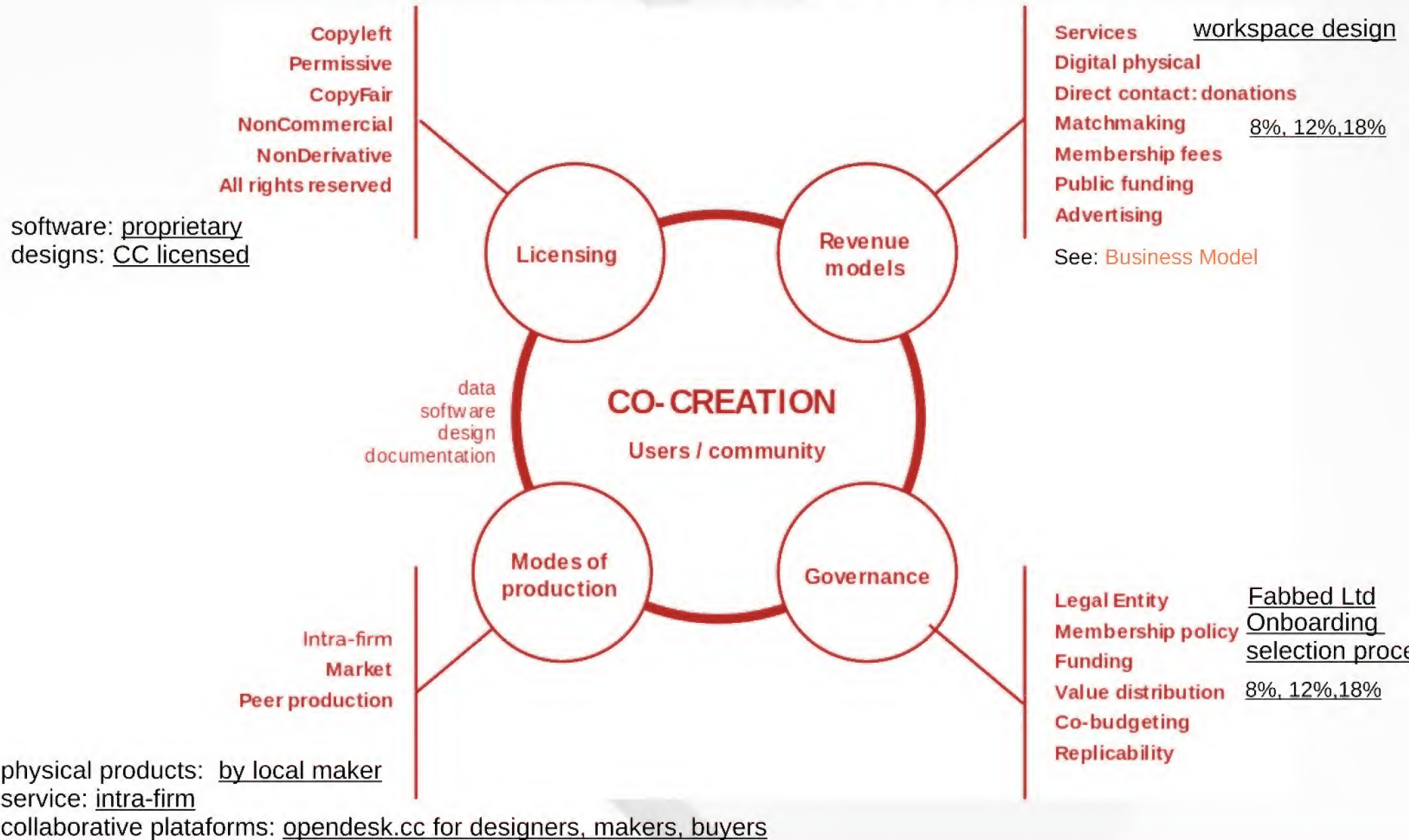


Edie Set

<https://www.opendesk.cc/unit/unit-table>



# Case: OpenDesk.cc





<https://thenounproject.com/>

## What's the difference between a paid and a free account?

Both free and paid members get access to all the icons. As a free member, you must give credit to the icon's designer each time you use their icon. NounPro members get unlimited royalty-free licenses (no need to worry about attribution), can download icons in any color, and get access to all of our apps for quicker access.

The screenshot shows the Noun Project website interface. At the top, there's a browser address bar with the URL <https://thenounproject.com/>. Below the navigation bar, the main heading "Icons for everything" is displayed, followed by the tagline "Over a million curated icons, created by a global community". A search bar with the placeholder text "Search for anything" is prominent. Below the search bar, a grid of 30 various icons is shown, including symbols for a lightbulb, a bed, a film strip, a hexagon, a fork and knife, a handshake, a square, a balance scale, a butterfly, a house, a person at a desk, a chain link, a radio, a cloud, a handshake with a heart, a flag, a whale, a sailboat, a clipboard, a crossed-out circle, a jar, a pair of shoes, a person on a surfboard, an apple, a hand with a star, a house with an arrow, a pill, a cat, a sun, a hand with a star, a camera, a suitcase, a pair of pants, a camera with a magnifying glass, a flower, and a fireplace. At the bottom of the grid, there's a "Keep Browsing" link. Below the grid, there are three promotional banners. The first banner features an icon of a hand holding a lightbulb and the text "Over 1 Million icons, royalty-free" with a "Learn more" link. The second banner shows icons for various software applications (Apple, AI, Ps, Id, P, W, C, B) and the text "Get icons in your workflow" with a "Check out the apps" link. The third banner features a green pipette icon and the text "Change colors to get the perfect hue" with a "Try out color" link.

# Icons for everything

Over a million curated icons, created by a global community

Search for anything

Keep Browsing

Over 1 Million icons, royalty-free  
[Learn more](#)

Get icons in your workflow  
[Check out the apps](#)

Change colors to get the perfect hue  
[Try out color](#)

https://libre.fm

Libre.fm Log in Listen Popular Sign up Donate Get Help

Artist Search

# Let's get you started

Share your listening habits from your phone, computer or tablet, and find similar artists.

All the music on Libre.fm is freely licensed for you to stream, download and remix.

1. Sign up for free »
2. Set up your music player »
3. Track your listening »

## Community

The Libre.fm community is a mixture of music superfans and artists, where artists can share their music for everyone to enjoy.

You can listen to a selection of the Libre.fm community's favourite tracks on our [Community Station](#). It's made up out of a random selection of all the tracks that Libre.fm users have said they loved.

Listen now »

## Artists

We believe we represent a good deal for artists: we only promote artists who choose to share their music with the world.

In return, we allow artists to put up payment buttons and links to social sites and their newsletter. We automatically pull in notices from services such as Twitter and GNU social too.

Sign up for an artist account »

<https://libre.fm/>

## Please donate to keep Libre.fm alive

We are asking for your support to keep Libre.fm alive. In the next 60 days, we need to raise at least \$800. In reality, we need about \$1500.

Bitcoin: [1H9b5XiLeMnXzfxysqKJf9tn6ysWSH5TCT](#)

## PayPal

You can make a one-time donation or set up a monthly recurring donation to Libre.fm.

Donate



## Monthly recurring donation

\$5 : \$5.00 USD - monthly ▾

Subscribe



Sign up for your free Libre.fm account »

https://gnu.io/fm/

GNU projects: GNU FM GNU social Source and Support: [git.gnu.io](#)

## GNU FM

GNU FM is free software for running music community websites.

It was created for the music community site, Libre.fm — run by Foo Communications.

**You can get involved! We have a [small, dedicated group of developers](#), and an [occasional podcast](#) featuring new music and development news**

- [How to start hacking on GNU FM](#)
- [Where to find support](#)
- [Reporting bugs](#)
- [Got an idea for a new feature?](#)
- [Client support](#)
- [GNU FM developers](#)

<https://gnu.io/fm/>



# All around the world, Building a new web, and a New workplace. Join us!



We are the people behind [WordPress.com](#), [WooCommerce](#), [Jetpack](#), [Simplenote](#), [Longreads](#), [VaultPress](#), [Akismet](#), [Gravatar](#), [Polldaddy](#), [Cloudup](#), and more. We believe in making the web a better place.

We're a distributed company with 506 Automatticians in 50 countries speaking 69 different languages. Our common goal is to democratize publishing so that anyone with a story can tell it, regardless of income, gender, politics, language, or where they live in the world.

We believe in Open Source and the vast majority of our work is available under the GPL.

Come [work with us](#).

One of these things is not like  
the other.

	Monthly Uniques (US)	Employees
Google.com	241M	66,575
Yahoo.com	213M	10,400
Facebook.com	206M	14,495
Amazon.com	186M	230,800
Twitter.com	114M	3,898
eBay.com	110M	11,600
<a href="#">WordPress.com</a>	82M	506

Monthly Uniques from comScore.

#### WE ITERATE

1,555

*Deployments made this week*

[view graph](#)

#### WE COMMUNICATE

97,507

*Messages sent this week*

[view details](#)

#### WE MAKE PEOPLE HAPPY

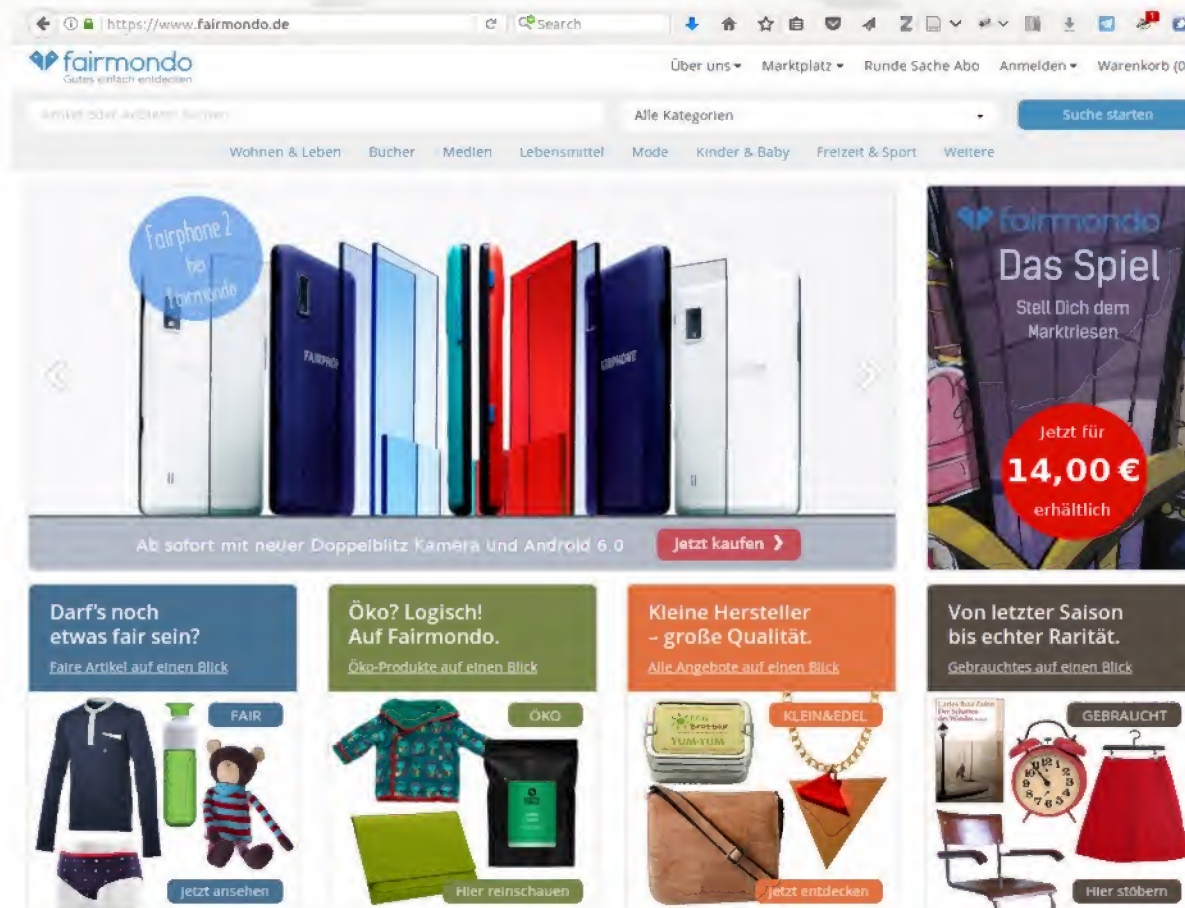
29,474

*Resolved support tickets this week*

[view graph](#)

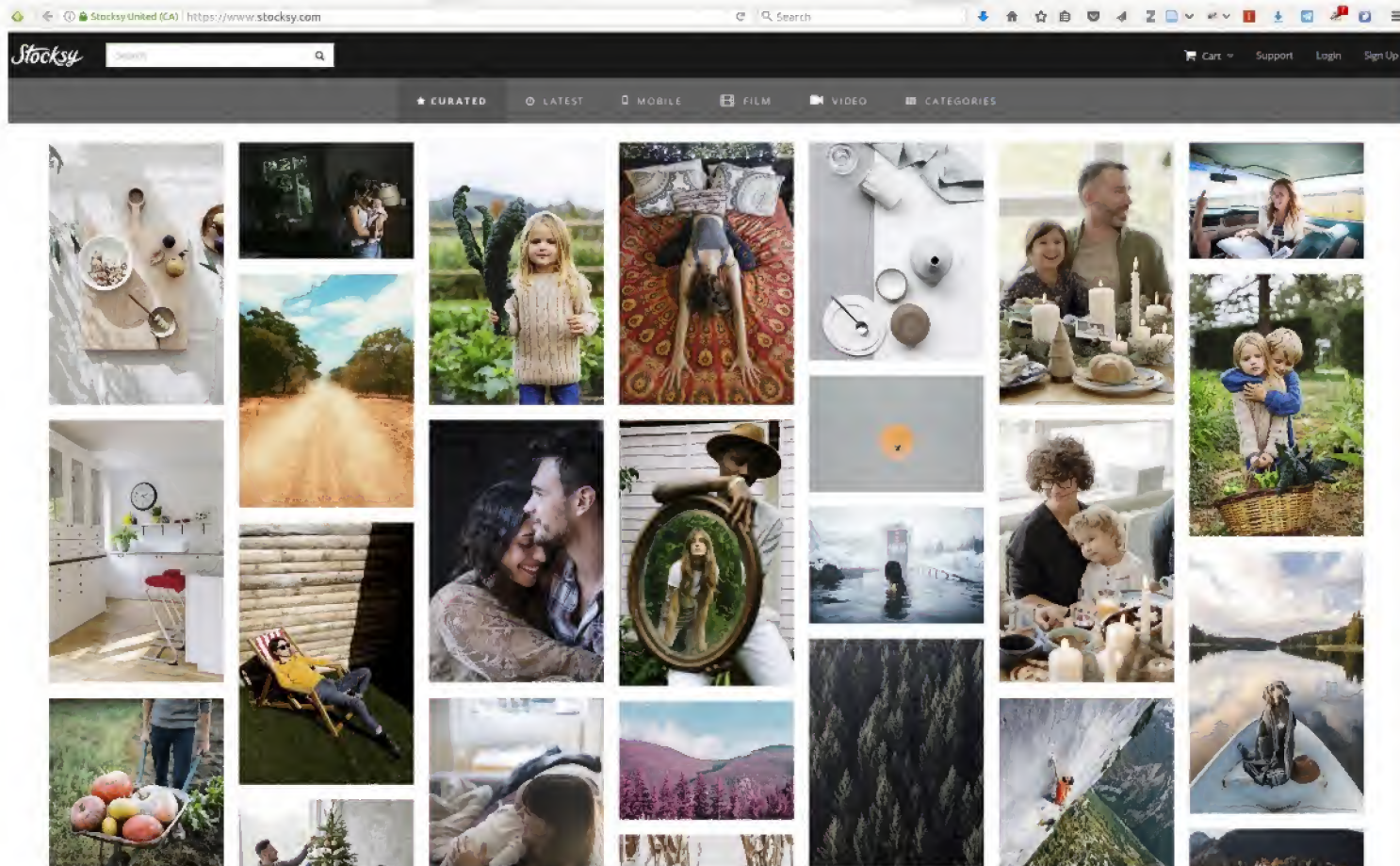
## We don't make software for free, we make it for freedom.

# Fairmondo.de

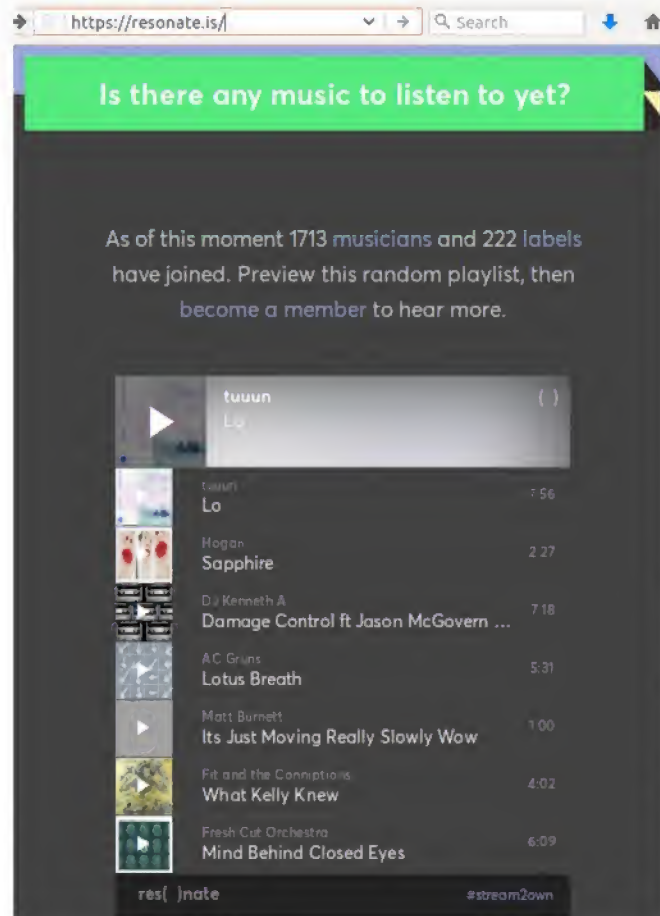




# Stocksy.com



# Resonate.is



<https://resonate.is/in-the-details/>

## How is Resonate different?

- No monthly subscription fee – you only pay for what you listen to
- 2.5X more earnings for artists compared to Spotify
- More ways for fans and artists to connect than other platforms
- Changing how we stream, license and purchase music

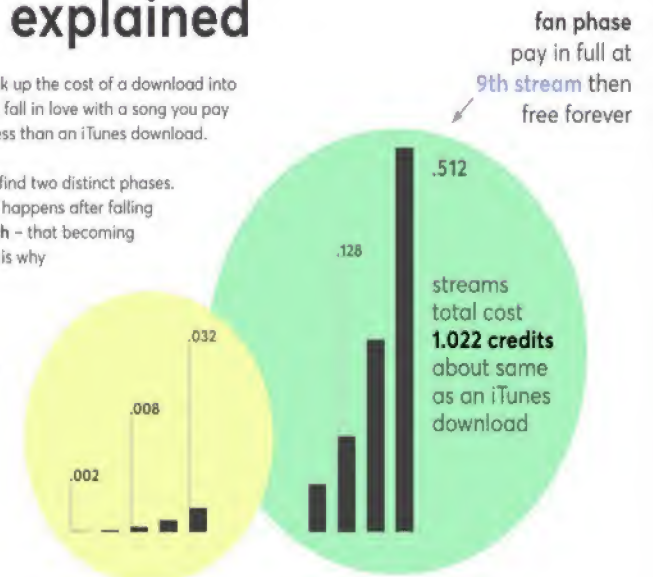
## stream to own explained

**Stream to own** is new but fairly simple – we break up the cost of a download into 9 plays. In the beginning it's super cheap. As you fall in love with a song you pay a bit more to support the artist. In total, a little less than an iTunes download.

Looking closer at this "pay as you go" model we find two distinct phases. **Discovery** is about exploring new artists and **fan** happens after falling in love with their music. It represents a **basic truth** – that becoming a fan leads to wanting to support the artist. This is why we also refer to it as **stream to support**.

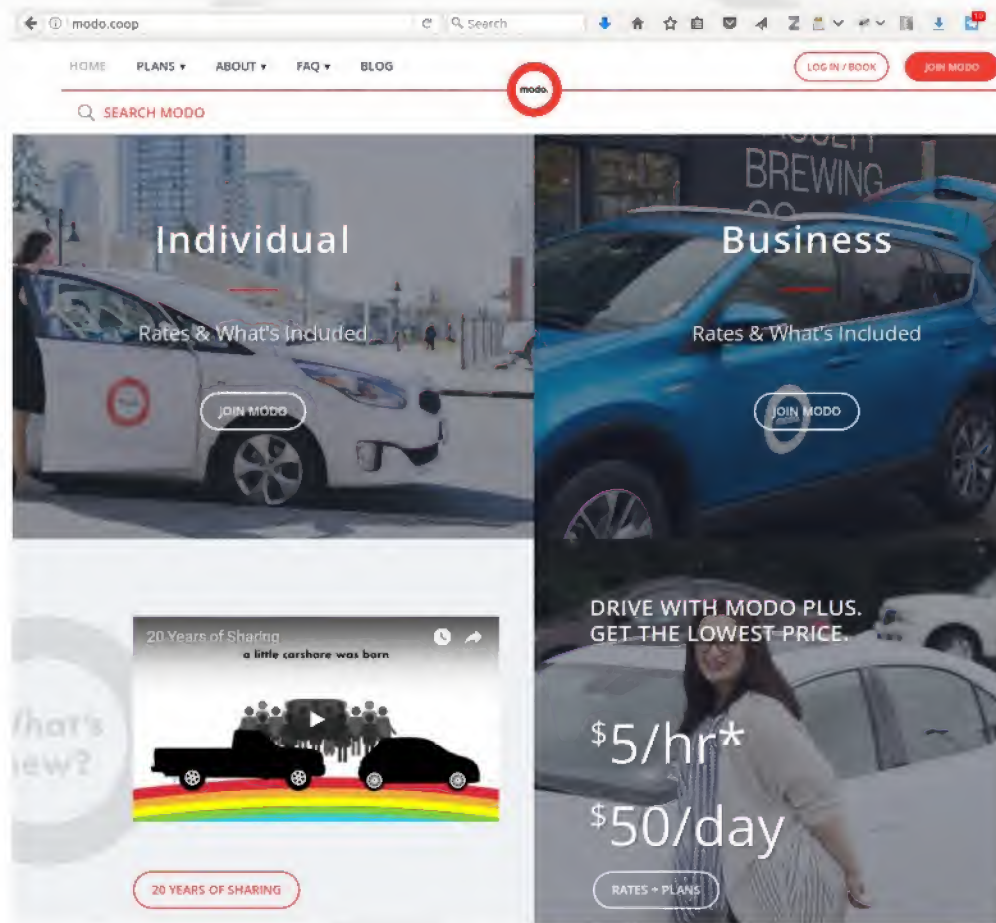
discovery phase →  
listen **five times**  
for around **7 cents**

2 hours a day for  
around \$2-\$4  
per month

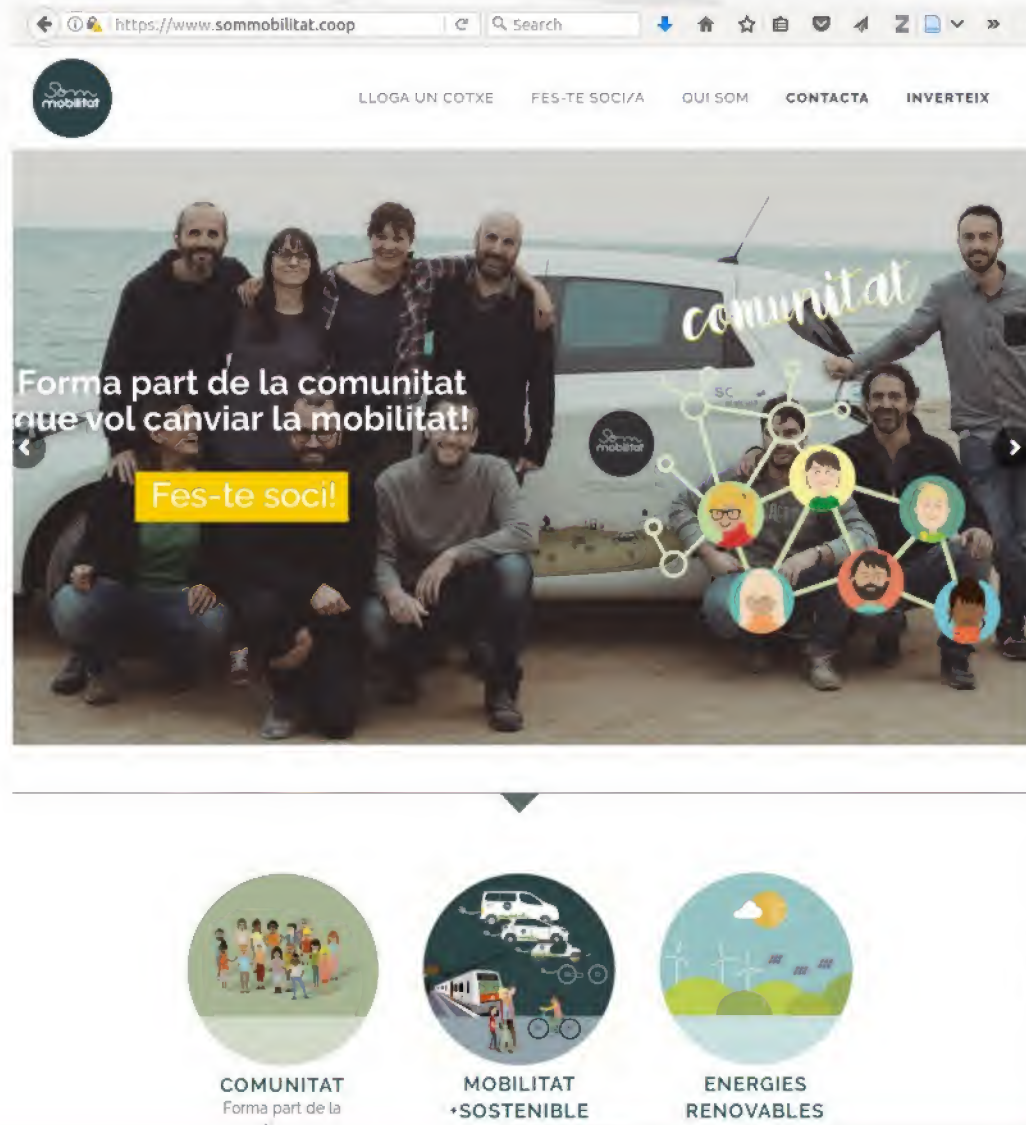




# Modo.coop

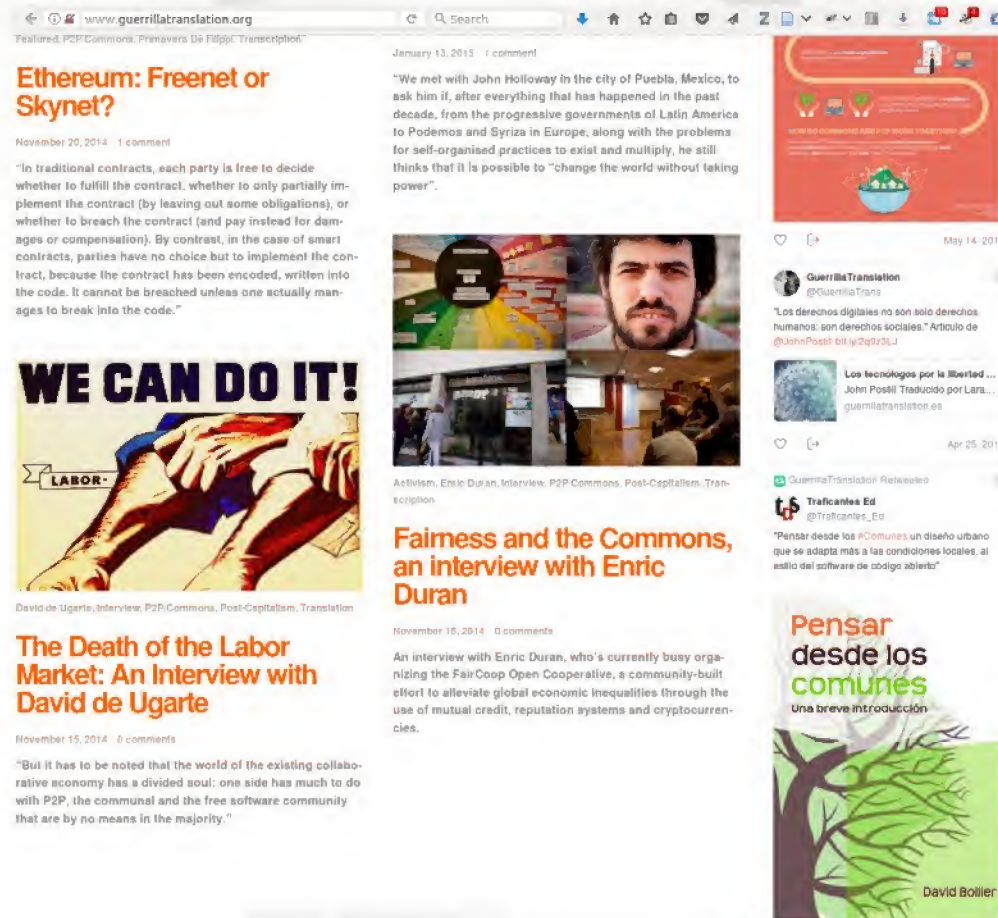


# SomMobilitat.coop

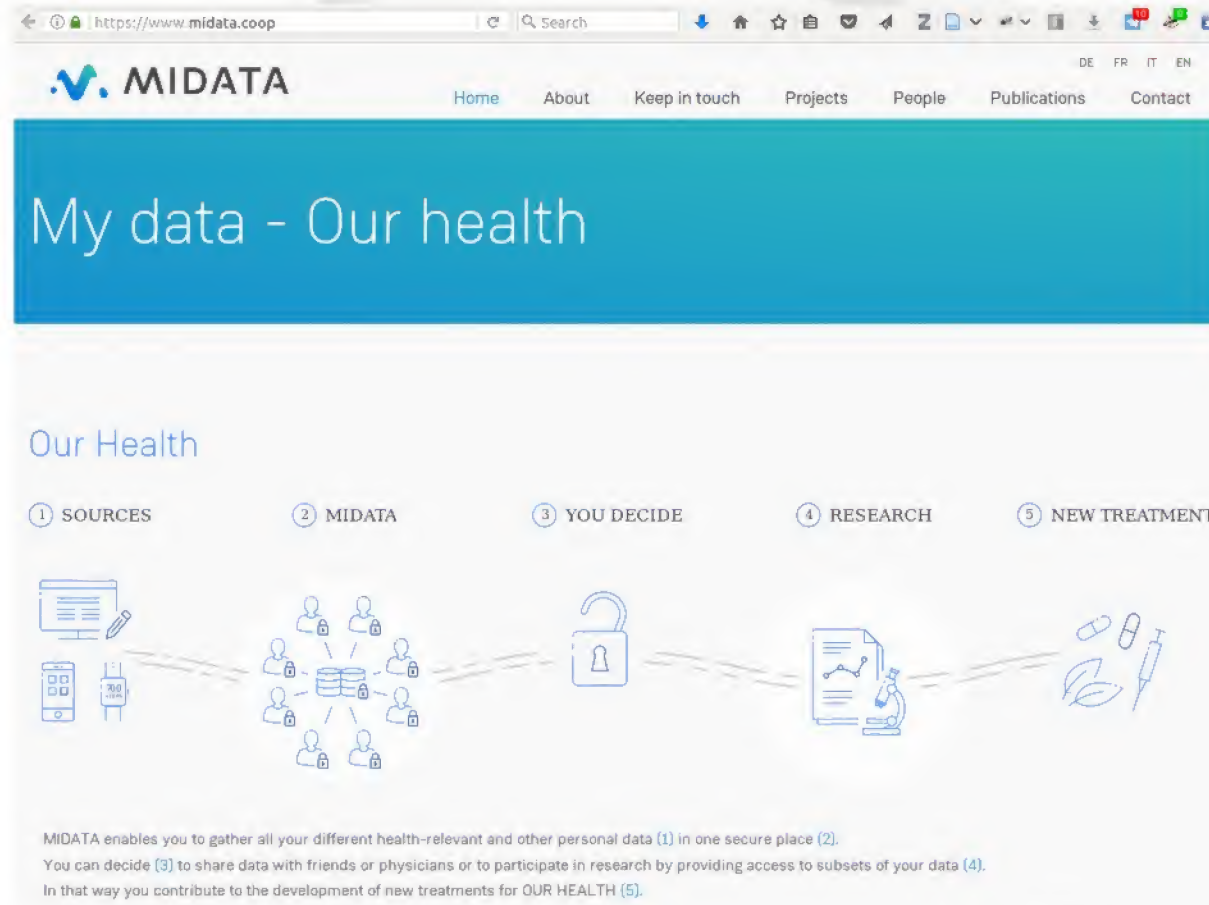




# Guerilla Translations



# MiData.coop



# Ereuse.org / Reutilitza.cat





# Ecosistema Arduino





# Case: Arduino



Copyleft  
 Permissive  
 CopyFair  
 NonCommercial  
 NonDerivative  
 All rights reserved

software: ASL, MIT, GPL, LGPL, BSD  
 design & documentation: CC BY-SA

data  
 software  
 design  
 documentation

Licensing

Revenue models

Services

Digital physical  
 Direct contact: donations  
 Matchmaking  
 Membership fees  
 Public funding  
 Advertising

Arduino Certified  
Sale of products

**CO-CREATION**

Users / community

Modes of production

Governance

Intra-firm  
 Market  
 Peer production

Legal Entity  
 Membership policy  
 Funding  
 Value distribution  
 Co-budgeting  
 Replicability

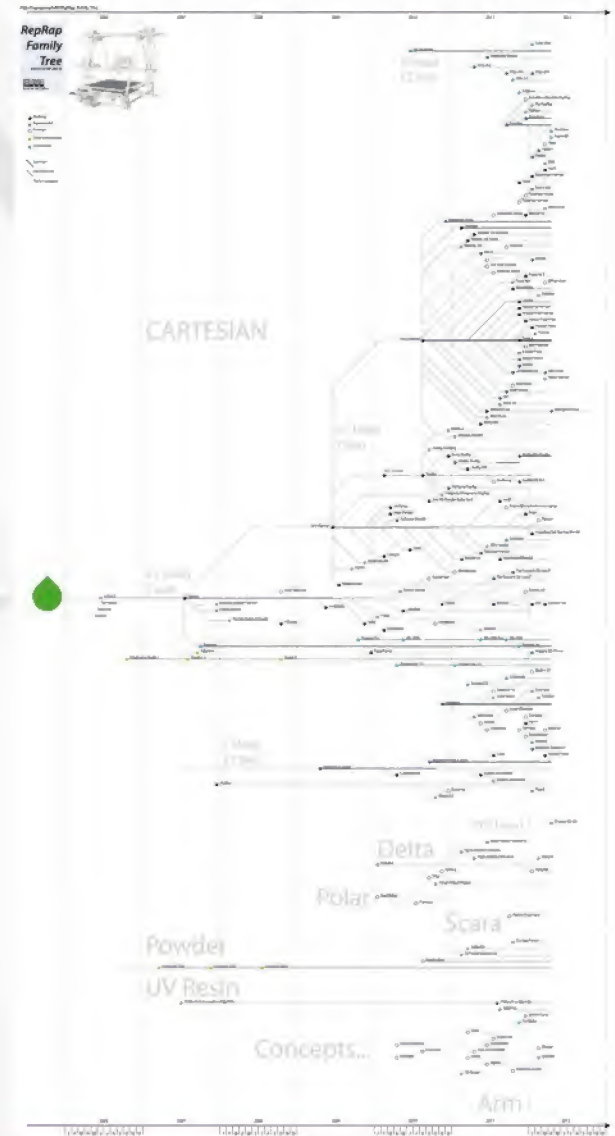
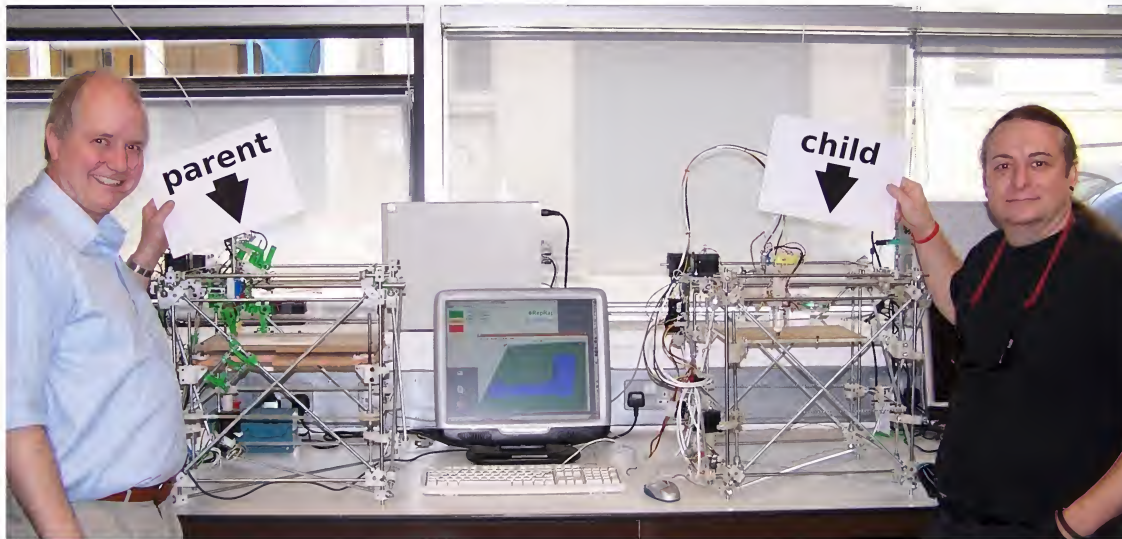
Arduino LLC  
acces lliure  
no compartit  
moltes replicas

software: p2p  
 design / documentation: p2p  
 physical products: intra-firm + market

# Evolució Impressores 3D RepRap

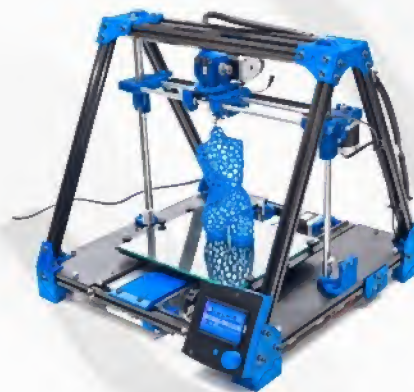
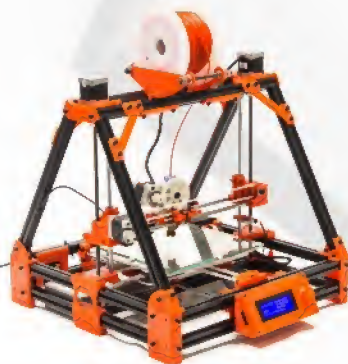
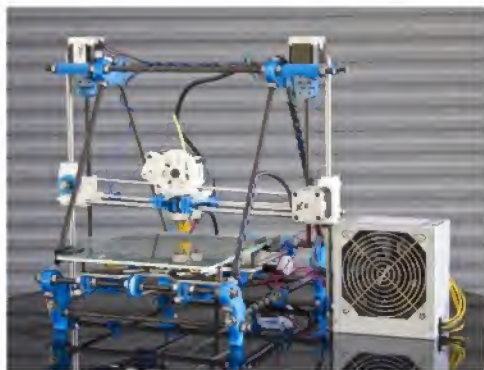


- 2004: Adrian Bowyer crea RepRap
- 2008: primer RepRap “autoreplica”
- 2009: caducan primeres patents FDM





# RepRapBCN / BCN3D Technologies



2 F O N

(Mendel) PRUSA i2

3 F O N

BCN3D

4 F O N

BCN3D+

5 F O N

BCN3DΣ

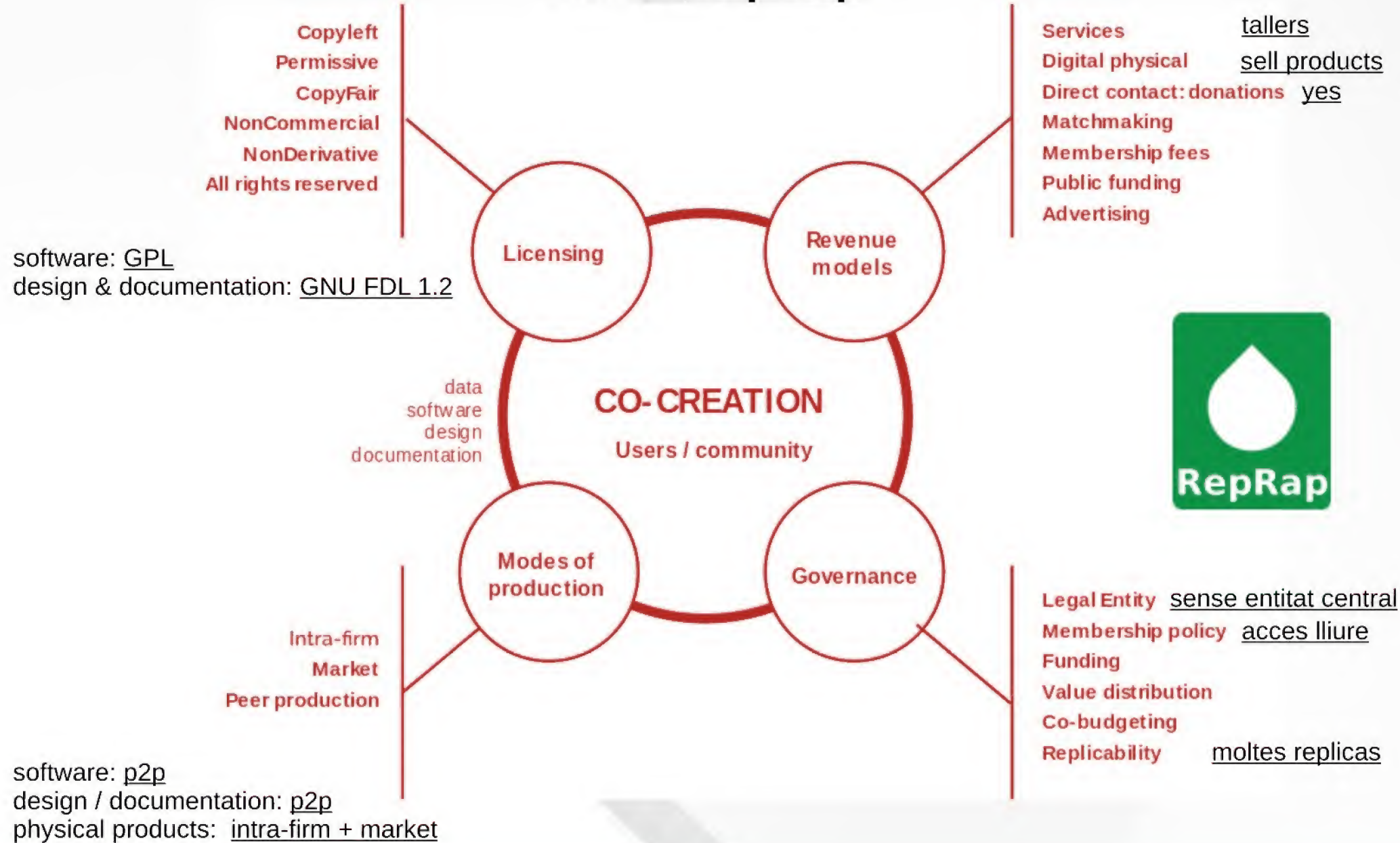
RepRap  
bcn

RepRapBCN

BCN3D  
TECHNOLOGIES



# Case: RepRap



Una economía colaborativa con ...

# guifi·net

Red en común



Ciudadanos (voluntarios)



Administraciones públicas

eXO  
expansió Xarxa Oberta

girona**fibra**

Expert·**Guifi**



xta.cat  
Xarxes de Telecomunicacions Alternatives

**Goufone**  
la telefonía de casa

priona

ebrecom

EAPA

eticom  
som connexió

delinternet

iguana  
COMUNICACIONS

Tic a e

SGElectrònics  
TELECOMUNICACIONS & SEGURETAT

altercom<sup>21</sup>  
alternatives en comunicació

EAPA

com  
aire

qu pàm

guifibages



Código Sur  
www.codigo-sur.org

IT+46.s  
e

AltUrgellFibra  
la fibra òptica de l'alt

PYMES y Organizaciones

## Ecosistema: Participantes y Estamentos

# guifi·net



*Comunificar és transformar  
alguna cosa en comunal,  
fer-la un procomú*

**LA COMUNIFICADORA**  
programa d'impuls de l'economia col·laborativa procomú

Amb col·laboració honesta, relacions  
justes i condicions dignes de les persones  
que en formen part



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